

STATE PLANNING PROJECT FOR THE UNINSURED
COMMUNICATION PLAN
10/3/05

In an effort to keep the State Planning Project for the Uninsured before the public and to keep interested people apprized of our progress, we will be issuing periodic communications as outlined below:

October

- Article based on the facts sheet prepared for the town hall meetings regarding Michigan statistics and goal of project which is to develop a plan to provide health insurance to all Michigan residents. Maybe something the locals could use to spin off local human interest articles.
- **Press release for official town hall meetings held that month as follows:**
Prior to Detroit Town Hall meeting on Oct. 13
Prior to Kalamazoo Town Hall meeting on Oct. 24
Prior to town hall meetings in Sault Ste. Marie (Oct. 26) Marquette (Oct. 27) & Iron Mountain (Nov. 2)
We'll also want to do one perhaps in early October that lists all the town hall meetings, their locations, times, etc. for those with statewide readership
- Staff written update for distribution to all interested parties

November

- Early November announce completion of the final report about the findings of the household survey (report completed 11/30/05)
- **Press release: Household survey results**
- Prior to Grand Rapids Town Hall meeting on Nov. 14
- Staff written update for distribution to all interested parties

December

- Announce final report of town hall meetings
- **Press release: Town Hall results**
- Staff written update for distribution to all interested parties

January

- Article based on updated facts about uninsurance, impact on Michigan's economy, citizens, hospitals, etc. Maybe something the locals could work off for local articles.
- **Press release: Impact of uninsured on Michigan's economy, citizens, hospitals, etc.**
- Staff written update for distribution to all interested parties

February

- Announce final report from employer survey (completed 2/1/06)
- **Press release: Employer survey results**
- Staff written update for distribution to all interested parties

March

- Announce final report from focus groups (completed 3/1/06)
- **Press release: Focus Group findings (and key informant synopsis)**
- Announce final report of Key Informant Interviews (completed 3/27/06)
- Staff written update for distribution to all interested parties

April

- Ask Booth News to do a series of human interest articles about the uninsured. Maybe one a day for a week (working Mom with kids, young college student, single man with chronic condition, retiree, small business owner)
- **Press release: Focus on uninsured in Michigan?**
- Staff written update for distribution to all interested parties

May

- Announce recommendations to Director Olszewski from Advisory Council during Cover the Uninsured Week
- **Press release: Cover the Uninsured Week**